

PROGRESS REPORT OF THE IOWA TOBACCO USE PREVENTION AND CONTROL PROGRAM

PREPARED BY THE GALLUP ORGANIZATION

IOWA DEPARTMENT OF PUBLIC HEALTH
DIVISION OF TOBACCO USE PREVENTION AND CONTROL



PROGRESS REPORT
JANUARY 2003



If you smoke during pregnancy, this may be the picture you end up having of your baby.



Attention Deficit Disorder, learning developmental problems, even death. These are just a few of the things that whose mother smokes during pregnancy is that what you want for your baby?



OPERATION RED

ACCESS GRANTED



HEAR WHAT ADULTS ARE SO DOW

FOR MORE INFORMATION, PLEASE CALL THE
DIVISION OF TOBACCO USE PREVENTION
AND CONTROL AT 515-281-6225.

Program Overview

The Iowa Department of Public Health considers the Division of Tobacco Use Prevention and Control one of its priorities for this year and generations to come.

Smoking is responsible for more than 4,600 deaths annually in Iowa. It is the single most preventable cause of death and disease. More Americans die from smoking each year than from AIDS, alcohol, motor vehicle accidents, homicide, other drugs, and suicide combined. Iowa's Tobacco Use Prevention and Control Program (TUPCP) is an evidence-based program designed to attack the problem of tobacco addiction from many different directions at the same time.

This program exemplifies Iowa's commitment to provide Iowans with the knowledge and tools to live longer, healthier lives. Early efforts to build and expand strategic partnerships have already resulted in the new programs that are widely accessible and are helping Iowans to make informed choices about tobacco use.

The TUPCP uses evidence-based research and is in accordance with the Centers for Disease Control and Prevention's (CDC) best practices. The TUPCP is based on the principle of effective resource utilization. Analysis of Iowa's baseline surveys and studies and evaluations of other states' experiments in tobacco control, including those of California, Massachusetts and Florida, resulted in the development of Iowa's plan. The four key goals are to: (1) prevent the initiation and establishment of tobacco use in nonsmokers, especially among children and young people, (2) reduce the number of users of tobacco products, (3) eliminate exposure to secondhand tobacco smoke, (4) identify and eliminate the disparities related to tobacco use and its effects among different population groups.

These goals have a single purpose: to change the social norms, forever altering perceptions regarding acceptability of tobacco. Iowa can do it.

The program is effectively using the money obtained from the Master Settlement Agreement (MSA)—the landmark legal settlement in which tobacco companies agreed to

compensate states for the damage their products have caused. The MSA has given states the means to finance programs that will change the life of every resident. This year, the TUPCP will have only spent 9.3 million MSA dollars for its programs. This is 50 percent less than the minimum CDC recommends for Iowa.

In the two short years since the TUPCP has been in effect, they can point to an impressive string of accomplishments:

- A major effort to recruit and train influential youth for the youth-led, anti-tobacco social movement has resulted in JEL (Just Eliminate Lies), the cornerstone of the state's youth anti-tobacco movement.
- Iowa has provided grants to 96 of the 99 Iowa counties to support local tobacco control programs tailored to the needs of their area.
- An award winning public awareness and counter-marketing campaign is aggressively publicizing both the prevention and cessation services. The TUPCP received nine awards at the 2002 National Public Health Information Coalition (NPHIC) Awards Competition.
- A comprehensive assessment of current tobacco attitudes, knowledge and behavior among youth and adults in Iowa is complete.
- A 31% reduction in tobacco use among middle school students from 2000 to 2002.
- A 13% reduction in tobacco use among high school students from 2000 to 2002.
- An increase in the percentage of smoke-free workplaces in Iowa.
- A 7% decrease in the number of adults exposed to second hand smoke.
- An increase in the number of youth participating in JEL.
- Generated nearly \$3 million of in-kind media buys for the counter-marketing campaign.
- An increase in the number of people trying to stop smoking in Iowa.

- An increase in the number of local smoke-free policies statewide.
- A decrease in the number of illegal sales of tobacco products to minors from 18% in 2001 to 12% in 2002.

The TUPCP has not done this work alone. The division is dependent upon its many partners to meet its goals. Our collaboration with the voluntary health agencies, local health departments, local law enforcement agencies, professional health communities, and many others is the basis for the major achievements to date. By drawing on its collective expertise, Iowa is making the best possible use of its best natural resource—its people. Together with its partners, TUPCP is helping people understand the addictive power of tobacco, the importance of preventing Iowa’s young people from ever starting to smoke, and ways for smokers to quit smoking for good.

Over 17% of women who become pregnant are smokers.



Over 34% of Iowa high school students and 11% of middle school students have smoked cigarettes in the last 30 days.

TOBACCO IS ADDICTIVE, THE FACTS ARE CLEAR

- No magic bullet exists to break the deadly habit that every year takes 4,600 lives in Iowa.
- On average smoking robs its victims of 13.4 years of their lives.
- Nearly one in four (23.5%) of Iowa adults smoke.
- Nearly one in three (29%) of Iowa young adults (18-24 years of age) smoke.
- Over 17% of women who become pregnant are smokers.
- While more than 73% of current smokers want to quit, less than 3% are successful.

OUR CHILDREN USE TOBACCO

- Over 34% of Iowa high school students and 11% of middle school students have smoked cigarettes in the last 30 days.

- The tobacco industry counts on new smokers to maintain the market for their products and replace those who die. Prior to the MSA, the tobacco industry marketed directly to children and has been convicted of it since the settlement agreement. We still feel the effect of that practice.

TOBACCO COSTS ALL OF US

- Iowa citizens pay approximately \$794 million in annual health care costs for smoking-related illnesses.
- Smokers cost the state Medicaid program \$235 million each year.
- Smoking costs Iowa businesses \$824 million each year in lost productivity.

THERE IS AN ANSWER

The Division of Tobacco Use Prevention and Control in the Iowa Department of Public Health researched tobacco use in Iowa and applied the Centers for Disease Control and Prevention’s (CDC’s) best practices, and examined the methods and models other states have applied to tobacco control. The conclusion: A comprehensive approach—one that changes what people know about tobacco and how they think about tobacco—does work. TUPCP is in the front lines helping smokers to stop and helping young people to make positive choices not to use tobacco based on this knowledge.

Day by day, Iowa is loosening the tobacco industry’s hold on its citizens. This is possible through funding made available from the MSA.

THE MASTER SETTLEMENT AGREEMENT

“The greatest opportunity to save lives since the development of the polio vaccine.”—Federal health officials commenting on the MSA.

The 1998 Master Settlement Agreement (MSA) between 46 states and five U.S. territories with the tobacco industry is the landmark legal settlement in which tobacco companies agreed to compensate states for the damages their products have caused. According to the provisions of this settlement, Iowa is to receive approximately \$1.9 billion over 25 years.

Iowa was among the first states to endorse litigation that led to the MSA. It is one of only 15 states to commit to using the majority of the MSA funds for health-related

programs, providing persuasive evidence of the state's commitment to public health.

In Fiscal Year (FY) 2001 and 2002, the Department of Public Health received \$9.3 million of the MSA to fund the Division of Tobacco Use Prevention and Control. While these dollars do not add up to the \$98 million that the tobacco industry spends annually on advertising and marketing in Iowa, they do give the state an opportunity to accelerate change.

CLEAR GOALS

Before launching this program, the division evaluated the best tobacco control programs in other states and confirmed that no single component will achieve lasting results. In best-practice states, success depends upon the sum of the program parts. Iowa set about developing a program that would reach and protect all citizens. The stated mission is to establish a comprehensive partnership among state government, local communities, and the people of Iowa to foster a social and legal climate in which tobacco use becomes undesirable and unacceptable. To achieve success, TUPCP outlined four clear goals:

- Reduce the initiation and establishment of tobacco use in nonsmokers, especially among children and young people;
- Reduce the number of users of tobacco products;
- Reduce exposure to secondhand tobacco smoke; and
- Identify and eliminate the disparities related to tobacco use among different population groups.

Iowa's Tobacco Use Prevention and Control Program is designed to produce a long-term lasting effect by influencing social norms that will make tobacco use less desirable, less acceptable, and less accessible. By reaching out to all communities, Iowa can reduce the disparities among different population groups.

Healthy People 2010, the national action plan for improving the health of all Americans, sets forth 21 tobacco-related objectives, including cutting in half the rates of tobacco use among youth and adults. Achieving these objectives will require a national commitment involving social, economic, and regulatory approaches — some of which can only be implemented by the federal government or by the private sector. For the objectives to be achieved all sectors of society, using approaches based on high quality science, must be involved.



A STRONG START

The TUPCP is doing what works. In just a short time, the program has:

- Created local tobacco control coalitions in 96 counties.
- Funded a statewide tobacco-users help line called Quitline Iowa-1-866 U CAN TRY.
- Sponsored a summit for 540 teen leaders to launch an Iowa youth led anti-tobacco movement JEL.
- Developed an anti-tobacco youth Web site, www.jeliowa.org, which hosted an average of 8,500 visits per month with the most visits occurring during April of 2002, with nearly 50,000 visits.
- Continued gathering reliable data to measure future progress and evaluated program success.
- Continued improving our award winning statewide counter-marketing campaign.

We first begin with a look at how the overall TUPCP measures up when statewide tobacco control progress is compared with the Centers for Disease Control and Prevention (CDC) Milestones For Success for Tobacco Control Programs. The CDC has specific guidelines as to the progress successful state tobacco control programs should reach by the number of years the state has been funded; we will review TUPCP's progress in these areas. Following this we will review the accomplishments of TUPCP's specific initiatives.

INTERMEDIATE OUTCOMES

CDC recommends that intermediate outcomes should be achieved 1-2.5 years after the start of the program. Given that the TUPCP has been underway for **2.5 years** it is appropriate to measure the program against a combination of both short-term and intermediate outcomes. Findings from Iowa's program demonstrate that Iowa has achieved some outcomes, and progress continues to be made towards achieving others.

Iowa Meets CDC Milestones

✓ *Tobacco control program activities have been developed and implemented at the statewide and local levels.*

Iowa has made substantial gains in developing and implementing tobacco control program activities. A few examples:

- To date, Iowa has funded over 100 statewide and local tobacco control programs ranging in scope from a statewide Quitline for tobacco users, to county-based family cessation programs, interventions that serve pregnant women, CDC-funded local tobacco grantees, and settlement funded local tobacco control programs.
- These programs have engaged in a variety of activities including development of strategic plans, generation of additional resources for tobacco control, local media efforts, and establishment of new tobacco control programs, policies and practices.
- Over 540 teens representing 84 Iowa counties gathered in Ames on July 23, 2002, for three days of teen-led training. The third annual JEL (Just Eliminate Lies) Summit was a great success, sending Iowa youth home inspired and educated. The students learned of activities they can do locally and statewide to educate

others, initiate community changes, and reduce tobacco use.

✓ *TUPCP has established a comprehensive evaluation and surveillance system.*

- The Gallup Organization continues as the Independent Evaluator for the Iowa Tobacco Control Program this year. Gallup's responsibilities include conducting and reporting on the overall evaluation of the TUPCP.
- Iowa Youth Surveillance: The 2002 Iowa Youth Tobacco Survey (IYTS) was completed this year by a random sample of students enrolled in Iowa's schools in grades 6 through 12. A total of 3,372 middle school and high school students completed an anonymous and confidential, self-administered questionnaire concerning their: tobacco product use, secondhand smoke exposure, purchasing habits, tobacco-related knowledge and attitudes, tobacco-related media and advertising exposure, and tobacco prevention program exposure.
- Adult Surveillance: In June 2002, Gallup completed a statewide follow-up Adult Tobacco Survey (ATS) with Iowa adults who were

residents randomly selected from across the state. The survey design provides Iowa with up to date measures of the public's awareness and attitudes regarding the use of tobacco.

✓ *There is strong evidence of the public's awareness of TUPCP's media campaign themes.*

- Data from the Iowa Youth Tobacco Survey (IYTS) show that the majority of middle school students (79%) and high school students (85%) have heard or seen something about the Iowa anti-tobacco JEL advertising campaign;
- About three-fourths of middle school students (75%) and high school students (75%) thought that the JEL campaign was believable and "did OK or well" in getting their anti-tobacco message across to people their age; and
- Results from the ATS (2002) indicate that 52% of adults had heard of the JEL campaign.



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✓ *Increased Numbers of Smokers are Accessing New Tobacco Cessation Services in Iowa.*

- Through June of 2002 there have been 2,180 incoming calls from 91 different counties into the Quitline.
- Over 90% of the callers into the Quitline received follow-up calls providing support and services to assist them in their efforts.

✓ *There is High Level of Interest in Quitting Smoking Among Adults and Youth.*

- About three-fourths (72%) of Iowa's middle school students who use tobacco would like to quit smoking, this is significantly higher than in 2000 (46%).
- About two-thirds (65%) of Iowa's middle school students who use tobacco have attempted to quit smoking within the past 12 months, which is an increase from 2000 (55%).
- The 2002 Iowa ATS reported that of adult current smokers, 73.1 % report that they would like to be able to

quit smoking cigarettes. Similar data from the 2002 YTS indicate that youth smokers also want to quit.

✓ *There has been a Significant Increase in the Amount of Anti-tobacco Media Coverage.*

- The local program evaluation component tracked anti-tobacco media coverage, which includes public exposure of the program or its products in the newspaper, radio, or television. A total of 1,581 events received media exposure during the last year. This is an average of thirty spots per week across the state.
- There were approximately 70 instances of television and radio coverage TUPCP received for Kick Butts Day, the JEL tour, JEL Summits, and the billboards. Regarding newsprint articles approximately 250 articles have appeared on these subjects.

✓ *There has been an Increase in the Establishment of Public Nonsmoking Environments.*

- On January 8, 2002, the Iowa City Council passed a smoke-free restaurant ordinance, which went into effect on March 1, 2002. The law prohibits smoking in all restaurants, except those that receive more than 50% of their revenue from alcohol sales. Starting March 1, 2004, only those who receive 65% or more of their revenue from alcohol would be exempt.
- In fiscal year 2002, all School Partnerships have been working toward the CDC goal of eliminating nonsmoker's exposure

to secondhand smoke. To this end, over 50 new programs and policies were implemented to make school campuses 100% tobacco-free to visitors, staff and students at all times.

✓ *There has been an Increase in the Establishment of Private Nonsmoking Environments.*

- From the 2002 Iowa ATS, we have data which are consistent with the 2001 Iowa ATS data showing that 59.7% (60% in 2001) of all adults have a smoking ban in their home; 24.6 % (26% in 2001) of smokers also reported a ban in their home. Smoking was banned from the family car as reported by 55% of all adults; 11% of smokers reported a ban in their car compared to 58% of all adults and 16% of smokers in 2001.

✓ *There is Very Positive News Regarding the Reduction in Sales of Tobacco to Minors.*

- 88% of Iowa's tobacco retailers were found compliant during compliance checks conducted this past fiscal year (July 1, 2001 through June 30, 2002).
- Each of Iowa's approximate 5,000 tobacco outlets were checked at least once, and most were checked twice, during that period. In all, the Iowa Alcoholic Beverages Division, in coordination with 202 local law enforcement partners and the Iowa State Patrol, conducted 9,399 compliance checks throughout Iowa. Retailers were found compliant in 7,788 of the checks, while only making the sale to the underage buyers 1,047 times.

- The 88% statewide compliance rate marks a substantial increase since a statistical sampling of the state's retail compliance rate in the fall of 2001 put Iowa at 82%, and a steady improvement from the 79% compliance rate announced midway through the checks in the spring of 2002.
- Iowa started out at a low 63% compliance rate two years ago and continues on course towards being 100% compliant. The success marks one more step toward the state's goal of zero tobacco sales to minors.
- ✓ *There has been a Decrease in the Consumption of Tobacco.*
- There has been acceleration in the decline of Iowa's adult per capita cigarette consumption since the start of TUPCP. With the start of TUPCP, Iowa's annual adult per capita cigarette consumption declined from 122.4 packs per year in 1999 to 117.5 packs per year in 2000, or an average of 2.45% points decline in the last two years. Prior to the start of TUPCP, adult per capita cigarette consumption in Iowa had declined from 128.8 in 1990 to 122.4 in 1999, or an average of .64% points per year.
- This decline in the past two years in Iowa's adult per capita cigarette consumption is helping close the gap between Iowa and the rest of the U.S., where the adult per capita consumption was 103.2 packs in 2000. Data such as these from California and Massachusetts strongly suggest that TUPCP should step up program efforts at aggressive tobacco control in Iowa as well as support measures that influence the price of tobacco (i.e., tax increases).

CONCLUSION

Based on the milestones that CDC expects tobacco control programs to achieve within the first few years of operation, Iowa appears to be on target despite inadequate funding as suggested by the CDC for a comprehensive tobacco control program. Given adequate funding and adherence to the nine components of successful tobacco control programs as recommended by CDC in *Best Practices for Comprehensive Tobacco Control Programs*, comprehensive state programs can substantially reduce tobacco use over time. Both California and Massachusetts, the two longest running tobacco control programs in the U.S., have demonstrated this success.

It is therefore critical that for the TUPCP to maintain its momentum the budget needs to be maintained at least the 2002 funding level of \$9.3 million, which is still more than 50% below CDC's minimum recommended funding level for Iowa of \$19.35 million. **If the current funding level is maintained or reduced further it would make it impossible for Iowa to maintain its current tobacco control momentum.**

Today, the staggering cost of smoking-related morbidity and mortality in Iowa is approximated at \$794 million a year. As identified in the Healthy Iowan's 2010, each year 4,600 deaths can be attributed to tobacco related diseases in the state.

There is clearly a need to not only reduce the number of current smokers, but also to decrease the number of youth taking up tobacco to halt these trends. Maintaining the Iowa TUPCP or increasing program efforts is the only means to preventing and reducing the magnitude of these costs and the burden of disease and death for Iowans.

After its brief start, the TUPCP is on target to achieving the milestones expected for a program in its early stages of development. It is the strong recommendation of the evaluation team that Iowa maintain or increase its present programmatic efforts.

Taking Action

To meet the goals of the Tobacco Use Prevention and Control Program, the division has developed six program areas:

- Community Partnerships
- The Youth Program-JEL
- Cessation-Quitline Iowa
- Tobacco Enforcement
- Measurement and Evaluation
- Counter-marketing

COMMUNITY PARTNERSHIPS:

Changing Community Norms

The importance of partnerships to achieving the goals of TUPCP can't be overestimated. Our partners are the key players working with us to establish non-smoking as the social norm. Through its connections, TUPCP is able to interact with Iowa's many community and faith based organizations, local boards of health, local law enforcement, local health systems, health care providers, professional associations, universities and volunteer groups to educate Iowans about the harmful effects of tobacco. With the community partner's support, familiarity with local issues and persistence, TUPCP has launched programs capable of surmounting the problems of tobacco use on many fronts—in health care, communities, schools and in the workplace. Successful implementation has led to early accomplishments.

There are 63 community partnerships in Iowa encompassing 96 of the 99 counties. The three counties that are unaccounted for chose not to apply for the funds available to their county. The TUPCP works with the partners to develop a plan and implement scientifically proven programs. With their funds they were given four goal areas in which to perform: (1) prevent

the initiation of tobacco use among young people, (2) promote cessation among young people and adults, (3) eliminate nonsmokers exposure to secondhand smoke, and (4) identify and eliminate the disparities related to tobacco use and its effect among different population groups. Under each goal area they were provided a list of activities that are scientifically research based and are within the guidelines set forth by CDC.

Each community partnership grant ranges in funding levels. Those levels are determined by the Iowa Code based on the county's population base. Each community partnership is required to have a local coalition and youth involvement. Many partnerships work with local schools, community organizations, hospitals, and voluntary health groups.

Each partnership works to change tobacco control attitudes and behaviors among Iowa residents in their county. There is a high level of services being provided at the local level, indicating that there has been excellent program exposure and a strong infrastructure is being developed at the community level.

This past year new local tobacco control programs, policies and practices were prevalent. Numerous policies were implemented prohibiting smoking in designated areas in Iowa

and further restrictive smoking policies are being written. The policies were adopted by universities, hospitals, athletic organizations, school districts and by workplaces. Preventive educational programs and services have been implemented at local levels to increase the awareness of the effects of tobacco, and cessation programs have been implemented in the grant-funded communities. These activities are evident through the acquisition of funding for an initiative through grants, donations, or gifts in kind. Community commitment to tobacco control in Iowa is evident in the number and amount of resources that have been donated to help achieve program objectives. Many professionals, such as nurses, physicians, health educators and other school officials have donated time to help implement anti-smoking programs and services. The resources generated ranged from free airtime on television to matching monetary funds. The data for year two demonstrates that internal planning has helped grantees earn the support of parents, community leaders, and grantees have built a strong network for social change across the state.

The following are examples of how community partnerships are accomplishing their goals and moving tobacco prevention and control forward at the local level.

Preventing Tobacco Use and Community Changes

- A representative from STAT/Community Intervention conducted the SQUADS workshop in conjunction with the Clinton

Community School District for PE/Health teachers. Participants were instructed, hands-on, in how to implement an effective tobacco prevention program for middle and high school students in the health education curriculum. The two-day workshop provided participants with the skills to train youth advocacy groups from middle and high schools.

- The Youth Advisory Committee on tobacco in Black Hawk County presented to 160 participants at the “Penetrating the Smokescreen” conference focused on tobacco control.
- The Corning Community School District and Community Partnership in Adams County designated all school property as smoke-free areas. In addition, health classes are now being taught each Friday in the high schools rather than being randomly taught at schools.
- In Dubuque County, the day treatment facilities have changed program policy to include tobacco education as a goal. In addition, youth-based tobacco control groups have been implemented at Calamus and Wheatland schools.
- Coalition members in Marshall County delivered the research-based tobacco prevention program “Project TNT” in Spanish to Hispanic middle school students.
- The community partnership in Hamilton County is working to assist with policy changes in court system wherein youth caught using tobacco are given community service and referred to a diversion program.

Promoting Cessation

- Dubuque Pediatrics now asks all patients/families about smoking in the home and explains the dangers of exposing children to secondhand smoke.
- Community Memorial Hospital in Wright County changed their policy of admission to include questions that ask all mothers about the use of tobacco and offering cessation reference information to them.
- Des Moines County provided education to physicians on how to implement the U.S. Public Health Service guidelines on the Five A’s (ask, advise, assess, assist, arrange) a method which health care providers can use to provide brief smoking cessation counseling to patients.

Eliminating Exposure to Secondhand Smoke

- Des Moines County provided education to Hispanic families on the effects of secondhand smoke and how to protect their kids from it.
- Language interpretation and secondhand smoke information in Spanish were made available to Hispanic clients at WIC clinics in Tama County.
- The Harrison County Tobacco Prevention Coalition was developed with the goal of reducing secondhand smoke exposure to children. To accomplish this goal they trained a corps of youth to present an effective research based tobacco prevention curricula.

Policy Changes

- Johnson County worked to pass a smoke-free workplace ordinance, banning smoking in restaurants in Iowa City.

- All three regent universities have new policies banning smoking in their dormitories.
- Students at Burlington High School conducted a petition drive to strengthen the district’s tobacco policies. Almost 2,200 signatures were collected from students and staff in the district in support of a stronger district tobacco policy.
- Jasper County teens presented to the Newton School Board on two separate instances to strengthen the district’s tobacco policy. As of July 1, 2002, no tobacco use is allowed on any district facilities or grounds.
- Ellsworth Memorial Hospital in Iowa Falls adopted a smoke-free policy, including the psychiatric unit.
- Coalition members and students in Harrison County met with school principals to educate them on effective changes to the current school policies regarding suspension of students for smoking.
- Coalition members in Ida Grove presented to the school board to educate them and discuss the possibility of strengthening their tobacco free school policy by including the school campus.
- Coalition members in Sioux County educated the school board on effective tobacco free school policies and board is considering adding the school campus to the current school policy.



- The Adair Community Partnership and the TATU group initiated a policy change in the school which revised their current tobacco free policy to include cessation and alternative to suspension classes at the Nodaway Valley High School.

*Community Involvement:
Resources Generated*

- Clinton County Board of Health helped the partnership by giving a \$400 cash match for the local program.
- Webster, Pocahontas, and Calhoun Community Partnerships generated \$2,600 in resources to facilitate an educational awareness campaign for youth.
- Charles City Press donated \$350 in ad space to advertise local cessation programs.
- Montgomery County received \$600 in monetary donation for tobacco prevention and education for youth in the county.
- The Villisca City Council has agreed to donate 10% of the civil penalties incurred from tobacco fines to their community partnership.
- Monroe County received \$1,000 from the March of Dimes for their work in tobacco control and \$900 in cash from local faith communities.
- Community businesses donated over \$900 for tobacco education programs in Appanoose County.

*Local Support through Media
Counter-marketing Campaign*

- To raise awareness for youth, The Healthy Henry County Communities youth appeared on KILJ's Breakfast Club morning

program to talk about the dangers of smoking and what students are doing to combat the problem. KILJ is also airing anti-tobacco ads created by students.

- The Central Iowa Community Partnership teamed up with KDSM/FOX17 to develop and air a Teen Hotline Cessation broadcast.

Family-Based Cessation Programs

During the past year, seven family-based cessation grants were funded across the state. The purpose of this program was to develop a service model for Iowa to implement Community Smoking Intervention Programs for Families. The goals of the program were as follows:

- Reduce the rates of smoking among Iowa's families by developing, implementing and evaluating effective interventions to help family members quit smoking.
- Reduce the whole families exposure to secondhand smoke.

From October 2001 through June 2002, these programs reached over 1,000 people. Since these programs were eliminated in FY03 due to budget cuts, there is no data as to the long-term success of these efforts. However, programs did see short-term successes. In Jefferson and Keokuk Counties, 144 people were reached with smoking cessation interventions. At the completion of an eight-week program, 73% were tobacco-free. Three months after the program ended, 55% still remained tobacco-free.

*Tobacco Intervention Programs for
Pregnant Women*

A total of seven grants were awarded to local communities with a goal of

reducing the rates of smoking among Iowa's families. This was to be achieved by developing, implementing, and evaluating effective interventions to help women quit smoking before, during, and beyond pregnancy. Approximately 1,900 pregnant women received assistance to help quit smoking during the past year with these efforts.

*School Health Programs to Prevent
Tobacco Use and Addiction*

Seven school districts across the state received funding during the past year to address the components for effective school-based programs as recommended by CDC. These programs provided services in a number of different areas, including: providing tobacco education in kindergarten through 12th grade, developing and enforcing a school policy of no tobacco use for students and employees in all school-related activities, and supporting tobacco cessation for students and school staff. An example of this program comes from the Clarion-Goldfield School District. One of their program goals was to make their school district tobacco free, including school and grounds, which was successfully achieved. The school district is helping change the behaviors and attitudes of tobacco use in their community with this policy change. They have supported their policy by removing all ashtrays from the school grounds replacing them with garbage cans and have provided information on the new policy at all athletic events and school programs. This policy is enforced by the 150 JEL youth that attend Clarion-Goldfield schools.

INVESTING WISELY: THE YOUTH PROGRAM

Each year, the tobacco industry spends more than \$98 million in Iowa alone on advertising and marketing to attract new smokers and to keep those who have already started. Every day, nationally, more than 3,000 kids—more than 1 million each year—become regular smokers. If current trends continue, more than five million of the kids alive today will die prematurely from tobacco-related illnesses, with 80,000 of those deaths occurring in Iowa.

JEL - Just Eliminate Lies

JEL is the statewide youth movement targeting tobacco use. It is a program developed and led by Iowa young people, giving Iowa teens the true unfiltered facts about Big Tobacco's lies. More than 4,000 youth from across the state of Iowa have joined in the fight against Big Tobacco. The movement takes a hard-hitting approach to tobacco control and targeting the tobacco industry for their sales and advertising tactics. JEL seeks to expose the truth about the tobacco industry and the deadly effects of tobacco use.

The JEL mission states, "Iowa youth are united to fight the efforts of the tobacco industry to manipulate us into using their addictive, deadly products." To achieve success, JEL outlined six clear goals:

- Uphold community partnerships by establishing youth on coalitions.
- Make JEL a positive household name.
- Make JEL visible in at least 100 events this year.
- Recruit 800 youth for the JEL Summit 2003.

- Raise college awareness by initiating "JEL Alumni."
 - Reinstate or improve funding.
- They will accomplish those goals through these nine stated objectives:
- Change the general social attitude towards tobacco use.
 - Raise awareness through education.
 - Counter-market the tobacco industry's efforts.
 - Protect the right of all from secondhand smoke.
 - Inspire and support cessation among young tobacco users.
 - Progress into a new age of informed decisions.
 - Give Iowa teens the true, unfiltered facts about Big Tobacco's lies.
 - Fight back against the tobacco industry's constant attempts to addict us.
 - Change people's attitudes toward tobacco use.

JEL members from across the state have initiated and hosted several events throughout the state to get the word out about JEL and recruit more youth to join the fight against Big Tobacco. JEL holds an annual summit where students from across Iowa come together to learn about the tobacco issue and devise campaign strategies. JEL is also involved in community partnerships in their local communities, involved in advocacy activities and initiate policy changes at both the state and local levels, utilizes media/marketing outlets to combat the advertising of the tobacco industry, and educate others on deadly effects of tobacco. JEL has accomplished many things throughout their participation in many events throughout the state.

JEL Participates in Kick Butts Day

On April 3, 2002, over 500 JEL members from across the state stormed the Iowa Capitol as the funds for their program were severely cut by nearly 50 percent. They marched to the Capitol to advocate for the sustainability of the TUPCP and their livelihood. Youth participating in Kick Butts Day sent a strong message to the legislature and the tobacco industry; demonstrating how powerful they are when fighting Big Tobacco. Tobacco Free Iowa organized the event for youth to be able to advocate for their program. They were successful in getting statewide media coverage addressing the importance and awareness of tobacco related issues and the impact of the funding cut on their program. "I am excited to participate in youth advocacy day this year and to share with others the truth about Big Tobacco. Tobacco is the only product when used as directed kills the consumer," said Kaci Sloss, a senior from Perry High School and member of (F.I.T.E.) Fighting The Influence of Tobacco Everywhere, and a member of the JEL executive council. "I hope legislators realize the vote they took to cut our program will have a negative impact on health of Iowa's young people," said Sloss.

JEL Rallies Across the State

One of the many successful JEL Rallies held across the state was hosted by the local tobacco control coalition JEL (C.I.A.) Communities In Action from Cerro Gordo. This event reached over 700 youth on a Saturday afternoon. JEL and the community partnership interactively educated youth on the harmful effects of tobacco and the dangers of secondhand smoke.

Youth participating in Kick Butts Day sent a strong message to the legislature and the tobacco industry; demonstrating how powerful they are when fighting Big Tobacco.

The local community partnership displayed healthy and tobacco-diseased lungs. This realistic visual caught the attention of many that were unaware of the harmful effects tobacco has on the human lungs. JEL members presented materials informing youth of what JEL is and how they can become involved in the anti-tobacco movement. Comments from the youth include: "It was cool to unite with other youth to combat Big Tobacco" and "The rally allowed us to speak out about Big Tobacco and educate others on how they are addicting our friends and killing our families."

JEL Reaches Diverse Youth

JEL reached over 400 youth in August at the 2nd Best-CD Release Party in Bettendorf. They gathered at Middle Park, listening to local bands 2nd Best and Luca Brazi. The event was promoted with assistance from WHTS 98.9, a local radio station, who provided in-kind promotional spots prior to the event. JEL executive council members displayed billboards, banners, and educational materials to educate the youth and recruit new JEL members. This event attracted a diverse population, with approximately 40% of the youth from disparate populations.

JEL Evolution 2002 Summit

The 2002 JEL Youth Summit hosted over 540 teens representing 84

counties from across the state of Iowa in Ames, this past summer. During this three day youth led event, the JEL executive council educated Iowa teens about tobacco and the ways the industry targets youth; motivated summit participants to take action in the fight against tobacco; empowered students with information and resources to be advocates; empowered Iowa youth to share their ideas on how to reduce tobacco use; and elected new leaders for future leadership of the JEL campaign.

During the JEL Evolution Summit, the members elected their 2003 JEL President and the three commission members who represent them on the Iowa Tobacco Use Prevention and Control Commission. These four youth along with the 34 executive council members will lead the 4,000+ group in 2003. Executive council members represent their local communities from all parts of the state.

Community partnerships throughout the state also played a significant role in the JEL Evolution Summit. They provided chaperones, informed teens on how they could get involved in the summit, and displayed their best practices to share with others. The Summit allowed the Community Partnerships the opportunity to continue to build relationships with the youth from their area as well as plan youth led activities for their communities.

The 2002 JEL Evolution concluded with a march across the Iowa State University campus, which led to a rally. The JEL members created posters and utilized body bags to demonstrate the tobacco industry's quotes and deadly healthy statistics. The 540 youth chanted together as they made their way across the campus, turning heads, stopping traffic, and drawing attention as they

marched. Executive council member Jeannie Burns, a senior from Iowa City High School states, "This year's JEL Evolution Summit was a great success. We were able to get the word out about Big Tobacco and make plans to move forward in the next year to tackle tobacco use."

CESSATION: HELPING SMOKERS QUIT

Quitline Iowa grew rapidly in FY02, offering expanded services to adolescents and adults as well as the original target population of pregnant women. Special protocols were developed to provide adolescent and adult callers the information and practical support they need to quit smoking. Furthermore, adult callers may now choose between short- and long-term smoking cessation counseling programs. The long-term program is especially useful for heavy smokers; those who participate in this program work one-on-one with the same counselor to receive intensive smoking cessation counseling over a period of six weeks. In addition, new modes of marketing Quitline Iowa were developed, including brochures and an interactive web site allowing visitors to request information by mail or to submit questions to Quitline counselors.

During the past year, the TUPCP has funded the Iowa Tobacco Research Center (ITRC) at the University of Iowa College of Public Health. ITRC operates a toll-free telephone hotline offering free smoking cessation counseling and resources to all Iowans. The service named, "Quitline Iowa," is the only statewide smoking cessation service available.

At the end of FY02 Quitline staff began mailing brochures describing Quitline Iowa to family medicine and OB/GYN doctors, dentists, smoking cessation program providers, tobacco

coalition members and tobacco control advocates for distribution to smokers. The initial mailing totaled 50,000 brochures; since the beginning of July, and staff have mailed more than 8,000 more brochures in response to 75 requests from healthcare providers.

Reaching Out to Iowans

Quitline Iowa, with its easily-recalled number (1-866-U CAN TRY), has grown quickly in its first two years of operation. Following are the initiatives which have been put into place:

- Telephone counseling protocols were developed for adults and youth. When someone calls Quitline Iowa, counselors determine a smoking pattern and readiness to quit, discuss the health effects of smoking, help formulate an individualized quit plan, and ask permission to place a follow-up call and send supporting materials.
- Long-term smoking cessation counseling was made available. In May 2002, Quitline Iowa launched a new “long-term smoking cessation counseling” program available only to adults that gives smokers the opportunity to work one-on-one with the same counselor throughout the process, and to receive “relapse-sensitive” follow-up calls clustered around the quit date and then staggered out to six weeks after the date of the original call. This program is particularly useful for heavy smokers and is research based.
- Smoking cessation materials are sent to callers as appropriate. Materials were collected from the American Cancer Society, the CDC, and other sources and developed by the TUPCP. The materials that are sent include information on smoking and pregnancy, the health effects of smoking and secondhand smoke,

spit tobacco, nicotine replacement therapy, strategies for quitting, weight gain, nutrition and stress management. As of August 12, 2002, informational materials are available both to smokers who call Quitline Iowa and anyone who visits the web site at *www.quitlineiowa.org*. Materials are also available in Spanish.

- Resource listings for smoking cessation programs and services and for a variety of local, state and national crisis centers are made available. Counselors refer callers to smoking cessation classes and support groups in their local areas. In emergencies, they are prepared to refer callers to an appropriate crisis center or hotline.
- Quitline database is available for tracking caller progress. All information in the database is confidential. Stored data includes: date, time, and duration of each call; caller’s mailing address and telephone number; smoking pattern; readiness to quit; materials mailed; referral source; brief summary of the telephone discussion and permission for follow-up calls.
- Marketing promotions are in place. Smoking and pregnancy-themed posters with the Quitline Iowa telephone number were distributed to Iowa family medicine and OB/GYN doctors, WIC clinics, other Tobacco Use Prevention and Control contractors, and tobacco control coalitions in English and Spanish. From August 2001 through February 2002, the poster image and Quitline Iowa information are being shown on 98 movie screens around the state during the pre-show.

Quitline Iowa has found a close correlation between counter-marketing and call volume. Nearly 90% of callers report that they got the Quitline telephone number from a

television advertisement. The ads are funded by the TUPCP and sponsored by JEL. Call volume over the last year (July 2001-June 2002) of operation totaled 2180 calls with strong association between ads promoting the Quitline and increased call volume. The calls came from 91 of the 99 counties around Iowa and 64% of the calls were placed by women; 36% by men. With additional marketing, these numbers may reasonably be expected to climb. Quitline effectiveness, in part, will be monitored by follow-up surveys to assess smoking status of Quitline users.

Quit Smoking History of Quitline Users

Of current smokers, 73.1% report that they would like to quit smoking cigarettes. Just about two-fifths of all smokers (39.4%) report that they had tried to quit smoking within the last twelve months. These data are consistent with the 2001 data that show that 73% of current smokers would like to quit and 42% had tried to quit in the last twelve months. Of current smokers who tried to quit smoking, 18.3% mentioned the nicotine patch as one of the aids they used. Other aids that were mentioned included: other medication (13.4%); nicotine gum (12.4%); professional medical counseling services (3.6%); and smoking cessation classes (3.3%). Of all smokers, 69.3% reported that a doctor or other health professional had advised them to quit smoking.

Among all adults, 4.4% reported using chewing tobacco or snuff within the past 30 days. About one in twenty adults (4.9%) reported that they had smoked a cigar on at least one of the past 30 days. Among all adults, about 1% reported smoking tobacco in a pipe within the last 30 days. These data are also consistent with the 2001 findings.

TOBACCO ENFORCEMENT

Why Enforcement?

Enforcement is an important component in eliminating youth smoking. Enforcement not only reduces youth access to tobacco products, it also sends the message to young people that underage smoking is not acceptable. This social norming approach eliminates the perception that underage smoking is culturally tolerable by enforcing the consequences associated with illegal tobacco possession and consumption. Preventing youth access to tobacco is associated with important consequences for adults as well, as studies have shown that youth who do not consume tobacco products underage are less likely to ever pick up the habit, and those who do start smoking after age 18 have an easier time stopping. Tobacco is potentially a gateway drug, paving the way for other illegal drug use, especially among youth susceptible to peer pressure and likely to struggle with making healthy lifestyle choices.

The Iowa Pledge Program

The Iowa Alcohol Beverages Division's tobacco enforcement program is based on shared responsibility and cooperation among Iowa youth, retailers and law enforcement. Each stakeholder is encouraged to take the *Iowa Pledge*, which asks:

- Iowa's kids to *Pledge* not to use tobacco products.
- Iowa's retailers to *Pledge* not to sell tobacco products to kids.
- Iowa's law enforcement to *Pledge* to enforce Iowa's tobacco laws.

The *Iowa Pledge* program is comprised of two equally important components—education and enforcement. Since the goal of the program is retail compliance, education plays a vital role in ensuring that retailers have the

skills and knowledge to refuse tobacco sales to minors. Enforcement ensures that both retailers and Iowa youth are held accountable for violating the law, creating a deterrent effect which discourages retailers from selling tobacco products to minors and youth from attempting to purchase tobacco products underage. The Division employs one Program Manager, two Program Coordinators and five Field Investigators to oversee and carry out the education of the Iowa tobacco retailers and the enforcement of the state's tobacco laws.

Education

As the overall goal of the program is retailer compliance, education has been a vital component of the Division's efforts to eliminate youth access to tobacco. Over the first two years of the *Iowa Pledge* program, retailer training has been offered over the Iowa Communications Network (ICN) in all 99 counties, through town hall meetings and in 65 communities on an on-site basis. Division staff traveled directly to an establishment or community to train tobacco retailers how to properly evaluate identification and the consequences for both the employee and the business if an illegal tobacco sale occurs.

In addition to training opportunities for retailers, several educational materials have been developed for use in a point of sale setting in order to assist retailers in properly evaluating identification and informing them of the penalties associated with tobacco sales to minors. Materials provided are entirely free of charge and include calendars, wallet cards, ID Checking brochures and break room posters.

Enforcement

Central to the *Iowa Pledge* program is the enforcement of Iowa law concerning the sale of tobacco to minors. The Division currently

contracts with 218 local law enforcement agencies, along with the state Department of Public Safety, to conduct tobacco compliance checks at Iowa's retail establishments. Compliance checks consist of an underage youth, using his or her own valid driver's license, attempting to purchase tobacco. In the state Fiscal Year 2001, 7,917 compliance checks were conducted, approximately 1.5 for each of Iowa's tobacco retailers. In Fiscal Year 2002, each establishment was checked twice, resulting in 9,399 checks.

The consistent enforcement effort has resulted in a significant reduction in sales of tobacco products to minors in Iowa. For many years, Iowa exhibited a dismal compliance rate, which marked a low of 50% in 1995. The low compliance rate placed not only Iowa's youth, but the state's \$12 million substance abuse block grant, in jeopardy. Under the Federal Synar Amendment, states that did not meet established benchmarks were to face a 40% reduction in funding. In Iowa, this meant a potential \$5 million loss. When the *Iowa Pledge* program commenced in 1999, Iowa retailers were at a 67% compliance rate. After just a few months of enforcement activity, Iowa achieved a 71% compliance rate, finally meeting the Synar requirement of 69% compliance for Fiscal Year 2001. After three years of rigorous enforcement, Iowa retailers have achieved an 88% compliance rate, drastically reducing the ability of the state's youth to illegally purchase tobacco products. The Division's goal is to achieve at least 90% compliance within the next year.

Other enforcement initiatives turn the focus from the retail community to Iowa's youth. The Cops in Shops program places a plain clothed police officer behind the counter of a retail establishment. The undercover officer

then tickets youth who illegally attempt to purchase tobacco products. The program works as a deterrent to youth who may be considering whether or not to pick up smoking, as they may be cited by a police officer if they attempt to purchase cigarettes. Special Events enforcement has been conducted at the State Fair from 1999 to 2002, along with county fairs and community events across the state. Here, the Division's Law Enforcement partners patrol an event and cite youth who possess tobacco products. Both the Cops in Shops program and the Special Events enforcement ensure balanced and fair enforcement as they hold youth accountable as well as retailers for upholding Iowa's tobacco laws.

EVALUATION: DELIVERING ON OUR COMMITMENTS

Based on the data collected from the grantees and analyzed by Gallup, it is concluded that the second year of the program has been successful and on target to reduce the devastation caused by tobacco to Iowans. However, severe budget reductions for fiscal year 2003 threaten the positive impact of the program and have resulted in a re-focusing of the program efforts.

Tobacco Control Program Initiatives Need Broad Base Support Among Iowans

During this past year, the TUPCP has collected data using an Adult Telephone Survey (ATS) on a random sample of adult's opinions and behaviors with regard to tobacco use and its control. This survey was a follow-up to the 2001 ATS conducted by Gallup. Prior to the 2001 and 2002 ATS's, data on use, opinions, and attitudes related to tobacco products by adult residents in Iowa were

extremely limited. These new data provide tobacco-related information to measure tobacco use and related behaviors and attitudes in the state, and assist in the development of future tobacco control programs that will likely have the support of the adult community in Iowa. The ATS that was fielded this year is planned to be repeated yearly to provide statistically valid reliable data about the reach and impact of the tobacco control programs at the state and local levels at regular intervals.

Survey Results and Insights

The survey results have an error rate of approximately less than 3%.

Prevalence of Smoking Rates

The 2002 adult prevalence rate of smoking among Iowa adults is 23.5%. The corresponding number based on 2001 survey was 23.0% suggesting no significant change in smoking prevalence rate of Iowa adults in the last year. In 2002, the prevalence rate for Males (25.6%) was higher than that for females (21.5%). The rate was highest (31.1%) for the age group 35-44 years followed by 29% for 18-24 years, 27% for 25-34 years, 25.7% for 45-54 years, 20.4% for 55-64 years and 8.4% for adults older than 65 years of age. The smoking prevalence rate appears to be significantly correlated with education level. The highest smoking rate (29.3%) was observed for adults with less than or equal to a high school education followed by that (25.6%) for those with some college education. The smoking prevalence rate for college graduates was 16.2% whereas for those with postgraduate or professional degree, it was about 12.4%.

Due to the success of the anti-tobacco program in Iowa in the last few years, use of tobacco products among Iowa

middle school and high school students dropped significantly from year 2000 to year 2002. During the 2000 IYTS, an estimated 19,178 or 16% of middle school students indicated that they used tobacco products. In 2002, an estimated 13,185 or 11% of middle school students indicated using tobacco products. This shows a reduction in usage of tobacco products by 31%.

During the 2000 IYTS, an estimated 64,273 or 39% of high school students indicated that they used tobacco products. In 2002, an estimated 56,033 or 34% of high school students indicated using tobacco products. This represents a 13% reduction in tobacco usage.

Statewide Scientific Capabilities

Fostering local scientific evaluation expertise in tobacco control in Iowa helps ensure the long-term survivability of the program by enabling in-state researchers and public health professionals to guide and direct program initiatives where they are most needed.

These efforts began in Iowa during the summer of 2001, as individuals with expertise in evaluation were identified from across the state. Over 25 individuals were identified and invited to attend a one-day meeting in August 2001 in Des Moines.

The experts who met recommended that: (1) over the next year training modules on evaluation should be developed as a means to package the information for interested scientists and community health educators; (2) the dissemination of these modules could be through current evaluation experts in Iowa serving as trainers and disseminating this information at meetings or via the web or ICN; and (3) the group identified a number of

individuals, who given adequate planning time, would be willing to take on the role of a being a trainer in a “Train the Trainer” (TOT) workshop. Participants in a TOT would then have skills to go back to their counties or local areas and conduct evaluation workshops in concert with local experts.

Over the past year, a training module on evaluation was developed titled “Following the Trail of Smoke: An Evaluation Guide for Community Tobacco Control Workers”. The topics in the module include: What is evaluation; Why evaluate your program; Can evaluation tasks be shared; and Levels of evaluation. In addition, a step-by-step method of evaluation is described which includes: (1) Deciding on and describing the program(s) you want to evaluate; (2) Identifying and engaging your stakeholders; (3) Assembling your evaluation team; (4) Developing a timeline; (5) Gathering data on the inputs; (6) Gathering data on the activities; (7) Gathering data on the outputs; (8) Gathering data on the outcomes; (9) Determining your program’s impact; (10) Determining the efficiency of inputs; (11) Analyzing and reporting your findings; and (12) Carrying out recommendations.

There appears to be interest for the training module to be made available, via training workshops and possibly being web based, for local groups across Iowa at their convenience, to

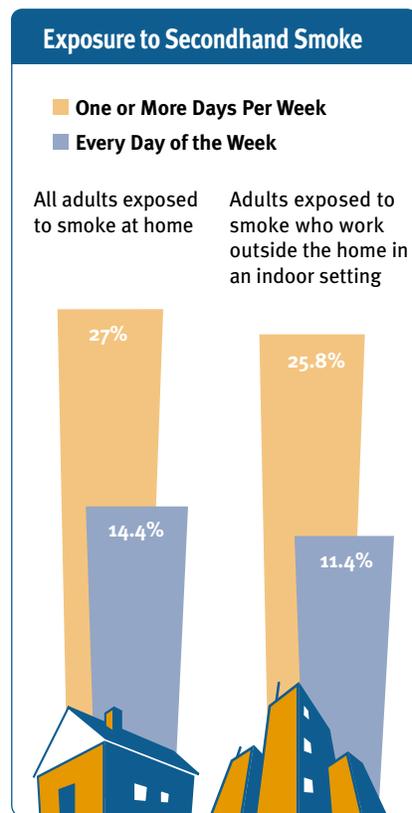
be able to learn about evaluation. Such a training program will need to be marketed heavily to the target group of public health professionals, as it was the experts sense that the desire and need for evaluation training might not be seen as a high priority. The value of evaluation to help guide and improve program initiatives would be part of the message of a training program—hopefully raising the priority of these efforts. The plans are for these evaluation trainings to be implemented in local communities and regionally around the state in 2003.

Exposure to Secondhand Smoke

Exposure to secondhand smoke is widespread among adults and children in Iowa. When asked if they agreed that people should be protected from secondhand smoke, 87.8% (compared to 84% in 2001) of all adults agreed or strongly agreed with this statement. Among smokers when asked the same question, 74.8% (compared to 64% in 2001) said they agreed or strongly agreed that people should be protected from SHS.

Among all adults 27% (a decrease from 34% in 2001) reported being exposed to cigarette smoke at home one or more days over the last week; 14.4% of this group reported being exposed every day of the week. A total of 55.1% of all adults reported working at a job for money outside of their home in an indoor setting; of this group 25.8% (also a decrease from 36% in 2001) reported being exposed to cigarette smoke on the job one or more days of an average work week; just about one-ninth of all workers in the state (11.4%) report being exposed to smoke on the job seven days a week.

While some workplaces have no smoking policies, many policies do



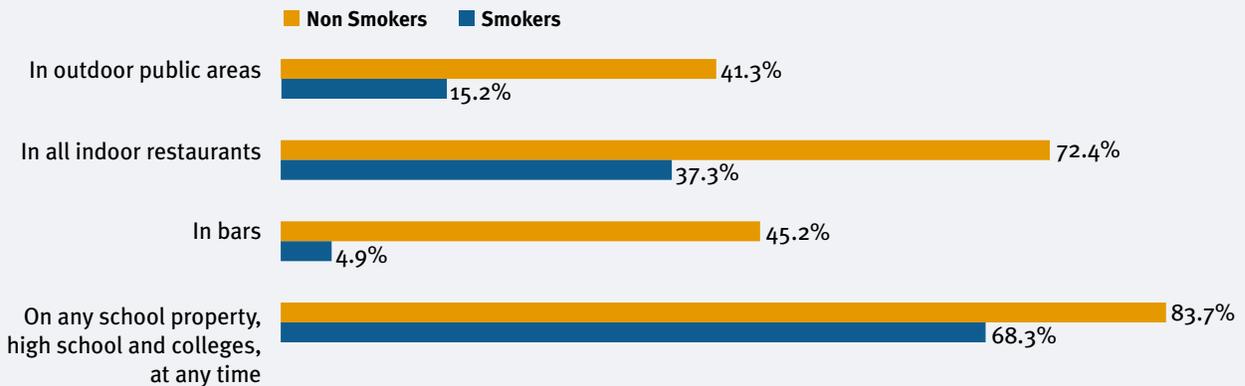
not cover common work spaces. Of those adults who reported working outside the home in an indoor setting, 16.5% (a substantial decrease from 32% in 2001) report that their workplace does not have an official policy that restricts smoking. Where there were policies, such policies in most locations (85.6%) did not allow smoking in any work areas.

Of those surveyed, most adults had bans on smoking in their home and in their car. Regarding their home environment, 59.7% of all adults reported that smoking was not allowed anywhere in their home; 24.6% of smokers reported that they too had a no smoking policy in their home. Smoking was banned from the family car as reported by 55.1% of all adults; for smokers, 10.8% reported enforcing this ban in their car. These data are consistent with the 2001 results.

87.8% of all adults
74.8% of smokers

agreed or strongly agreed that people should be protected from secondhand smoke.

Level of Support for Banning Smoking in Iowa



Tobacco Laws

A new question about an increase of \$1.00 per pack in state tobacco tax was introduced in the 2002 survey. Of all adults, 64% favored or strongly favored an increase of \$1.00 per pack in state tobacco tax. Of smokers, 22.9% favored or strongly favored that proposal, whereas the corresponding percentage among non-smokers was 76.7%.

Iowans support a number of locations for not allowing cigarette smoking. There is also support among smokers for these policies; albeit to a lesser extent. Among all adults the following were the reported percentages for those who agreed or strongly agreed with not allowing smoking:

- In outdoor public areas – 41.3%
- In all indoor restaurants – 72.4%
- In bars – 45.2%
- On any school property, high school and colleges, at any time – 83.7%

Here are the corresponding percentages among smokers:

- In outdoor public areas – 15.2%
- In all indoor restaurants – 37.3%
- In bars – 4.9%
- On any school property, high school and colleges, at any time – 68.3%

Patronizing Iowa Businesses

Adopting smoke-free environments could result in more business, especially considering the smoke-free environment preferences of all adults in Iowa. A majority (53.1%) of all adults reported that they had been to a bar within the last six months; among smokers 59.2% had been to a bar in this time period. One fifth of all adults (20.0%) reported that in the last year they had avoided going to a bar because smoking was allowed. Just less than one-quarter of all adults (22.8%) reported that they would visit casinos more often if they were smoke-free; 4.6% of smokers also said they would go more often if there were no smoking. These data are also consistent with the 2001 findings.

COUNTER-MARKETING

The public awareness and media component provides important support for each of the preceding components of the TUPCP. With funds from the MSA and in-kind donations, the TUPCP was able to develop its own effective award winning counter-marketing campaigns that promote smoking cessation and youth prevention.

There is wide exposure of pro-tobacco media messages seen by adults across

Iowa. The Iowa anti-tobacco counter-marketing campaign has had good recall. Adults were asked if they had ever seen or heard the slogan “Just eliminate lies or JEL” used in any anti-smoking advertising. Of all adults, 52% saw or heard the slogan. Among smokers, the corresponding percentage (60.5%) was higher whereas about half (49.4%) of non-smokers reported having seen or heard this slogan.

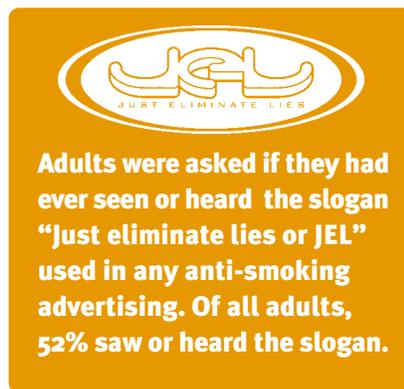
The ATS for Iowa provides a comprehensive database for monitoring the short-term and long-term outcomes the current tobacco control program initiatives are trying to achieve. The ATS also provides insights as to what type of future program initiatives are needed in Iowa and what initiative adults throughout Iowa will most likely support. Each section above presents results that are suggestive of programs the state should continue to support, while also offering evidence for support of new programs that could be considered.

To reinforce the messages through the media, the TUPCP utilizes the public relations expertise of Zimmerman, Laurent and Richardson, Inc. (ZLR). In addition to lending promotional support to the counter-marketing campaigns, public relations initiatives are directed toward increasing public

awareness of special events and important public health programs and services. Examples include Quitline Iowa, the JEL Summit, local Community Partnership activities, and JEL activities.

The TUPCP realizes that Iowa's anti-tobacco counter-marketing campaign will never match what the tobacco industry spends in the state, but the goal is to achieve the maximum impact with the available dollars over time to build and sustain public awareness that tobacco use is NOT the social norm.

The TUPCP worked closely with ZLR to obtain additional media spots at no charge. From January 2002 to March 2002, for every paid spot, there were 4.6 free spots in added value. These added value bonuses nearly doubled the ad budget. On cable television, for every paid spot, TUPCP received 5.9 added value spots. Added value outdoor billboard spots totaled 84 across the state, increasing the impact of the media budget by nearly one-third. A total of 24 added value mall kiosk boards were received in three Iowa market areas.



During the second quarter, April 2002 to June 2002, TUPCP received almost three free spots for every one paid spot. This added value nearly doubled the TUPCP advertising budget. TUPCP received 1.2 free television spots for each paid spot. There were three times more free spots on cable television versus paid spots. TUPCP received 1.6 free radio spots for every paid spot, 58 free billboards and 29 free mall kiosk spots.

Plans for counter-marketing for FY03 are in place and, due to drastic reductions in funding as a result of this year's legislative session, the focus of all counter-marketing efforts will be changed considerably. Part of this

change in focus will be to direct the JEL effort to more of a street marketing campaign which will include going to local events around Iowa that attract at-risk teens and assist in creating events throughout the state to draw the attention of this target group of teens. The JEL effort will be supported by media, but at a much lower level than in the past. The media effort will work to educate the target audience on the harmful effects of tobacco use on a broad base, generate additional awareness of JEL and its activities and promote and/or direct traffic to the JEL Web site. The JEL Web site has been averaging 8,000 to 9,000 visits per month or about 300 visits per day.

The TUPCP received national recognition for its educational and media campaigns focusing on addiction and secondhand smoke. The TUPCP received nine awards at the National Public Health Information Coalition (NPHIC) 2002 Awards Competition. Award-winning counter-marketing pieces included television commercials, posters, the teen information brochure and teen kit, the JEL newsletter and the JEL web site.

IMPACT OF 2002 LEGISLATIVE FUNDING CUTS

The severe funding cut of 47% for FY03 to the Division of Tobacco Use Prevention and Control will result in a significant negative impact on the programs and services made available to all Iowans. The Pregnant Women and Family-Based cessation as well as the School-Based contracts were eliminated entirely, resulting in a loss of 21 contracts, 15 lost positions of employment and a cut in

tobacco prevention and cessation services to 25,000 Iowans. The Community Partnerships and Free Clinic contracts remain at level funding and have been attempting to pick up lost services with their limited funding. Quitline Iowa, the statewide cessation Quitline, was funded, but at a 39% decreased level in funds. Largely, because of the direct correlation between counter-

marketing media ads (tagged with Quitline Iowa's number) and the call volume received at Quitline Iowa, call volume from this resource was affected. Also significantly cut as a result of the funding woes were JEL (Just Eliminate Lies), the statewide youth-led movement, the counter-marketing media campaign, and evaluation which was cut 70%.